



**WOTV – Grand Rapids, MI**

**Issues Report**

**Fourth Quarter 2009**

Description of programming providing the most significant  
treatment of community issues

# WOTV 4 Quarterly Issues Report

## October – December 2009

<u>PROGRAM</u>	<u>DAY</u>	<u>TIME</u>
• 24 Hour News 8 Daybreak	Monday – Friday	6:00 - 7:00 A.M.
• 24 Hour News 8 at 6:00	Monday – Friday	6:00 - 6:30 P.M.
• 24 Hour News 8 at 6:00	Saturday and Sunday	6:00 - 6:30 P.M.
• Maranda Where You Live	Saturday	7:30 – 8:00 A.M.
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Each program previously listed is a locally produced news programs presenting a mix of news, weather, sports and community issue related feature reports. Community issue segments usually have duration of one- to one-and-a-half minutes, unless otherwise indicated.

Connecting with Community continues to produce content driven PSA's topical to community needs and issues raised from our news department. Each month, a series of thirty second spots rotate on WOOD/WOTV/WXSP tagged with our Community Partners.

“Maranda Where You Live” is a locally produced weekly half-hour program featuring information, insights and inspiration for West Michigan parents.

• ABC World News with Charles Gibson	Monday – Friday	6:30 - 7:00 P.M.
• World News	Saturday and Sunday	6:30 - 7:00 P.M.

This is an ABC produced news program featuring news, information and perspectives on the daily events of the nation and the world. The program also features special features on issues and concerns of the nation. These special issue oriented reports are approximately three minutes long.

• Good Morning America	Monday – Friday	7:00 - 9:00 A.M.
• Good Morning America	Saturday	8:00 - 9:00 A.M.
• Good Morning America	Sunday	8:00 - 9:00 A.M.

This ABC produced news program features news, interviews, weather and information segments and feature reports on issues and concerns of the American Public. The community issue segments usually are three to four minutes long.

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Friday

10:00 - 11:00 P.M.

This ABC produced news magazine program focuses on three to four issues or entertainment oriented reports in each week's program. Many of these reports are investigative stories on controversial concerns of the nation. Each report averages ten to twelve minutes long.

## **Educational Issues**

Including recognition of outstanding programs, learning styles, schools and teaching.

1. Program: Where You Live  
Date Aired: Saturday, October 10, 2009  
Length: 2:00  
Summary: Theatre students at Wayland High School are working with actors of the Royal Shakespeare Company on a mentoring workshop. They are training on Shakespearian dialect and performed together at Grand valley State University's annual Shakespeare festival.
  
2. Program: 24 Hour News 8 at 6:00 pm  
Date Aired: October 28, 2009  
Length: :32  
Summary: Governor Jennifer Granholm will be at Grand Rapids Community College today, touting progress by the "No Worker Left Behind" program. A review of the program published earlier this week shows 72-percent of those who finished job retraining education kept their jobs, or got new ones.
  
3. Program: Where You Live  
Date Aired: Saturday, November 21, 2009  
Length: 2:00  
Summary: Book Clubs are becoming trends with kids across the country and are a great way to get your child into reading. We spoke with children's librarian Sue Garza about ways they get kids to enjoy reading at the Cook Library Center, an educational facility for children in the Grandville neighborhood.
  
4. Program: 24 Hour News 8 6:00 am  
Date Aired: November 26, 2009  
Length: 1:35  
Summary: Runners will be lacing up their shoes this morning for the 17th annual Thanksgiving day turkey trot. The annual race starts at 8 am at Calvin College, with registration beforehand. The Turkey Trot is an annual fundraising activity that's designed to

support student participation in competitive sports and achievement at Grand Rapids Public Schools.

5. Program: Where You Live  
Date Aired: Saturday, December 5, 2009  
Length: 2:00  
Summary: The Meijer Foundation presented four Grand Rapids Public Schools with their "Good School Awards." Each school won based on test scores, creative learning, teacher and parent interaction and other factors. Schools were all presented with checks and a special school assembly hosted by Maranda.
6. Program: Where You Live  
Date Aired: Saturday, December 19, 2009  
Length: 2:00  
Summary: Children at Ridge Park Charter Academy celebrated World Party Day! Children learned about diversity and cultural appreciation with an ethnic fashion show, snacks, music, dancing and lessons on cultures from around the globe.

## **Health & Fitness Issues**

Focusing on methods of illness prevention and education people in order to encourage and promote maintenance of good health.

1. Program: Where You Live  
Date Aired: Saturday, October 3, 2009  
Length: 2:30  
Summary: Family fitness is important, but it doesn't need to be structured. There are simple games that you can play right in your own backyard that boost heart rate and get the whole family involved. In this segment Priority Health demonstrated four easy games your whole family can play together.
2. Program: Where You Live  
Date Aired: Saturday, October 3, 2009  
Length: 2:00  
Summary: Cold and flu season is here and there are some simple step you and your kids can take to prevent passing germs. The number one thing is washing your hands. We spoke with a doctor from Helen DeVos Children's Hospital who gave tips on proper hand washing and disease preventative measures.
3. Program: 24 Hour News 8 at 6:00 pm  
Date Aired: October 31, 2009  
Length: 1:39  
Summary: Doctors give helpful tips on how to stay flu free during Halloween. First and foremost, kids don't share. That applies to candy and costumes. Also sanitize between treats. Doctors advise you use hand sanitize between trick or treat houses, or after handling money. And by all means don't serve candy if you are sick. Adults don't share the community chip bowl at the Halloween parties and absolutely no bobbing for apples!
4. Program: Where You Live  
Date Aired: Saturday, November 21, 2009  
Length: 2:30  
Summary: Most kids don't like to eat healthy, but there are some easy way you can disguise healthy foods when it comes to mealtime. We sat down with a local nutritionist who talked to us about ways

to sneak certain ingredients into kid's favorite foods to make them a little healthier.

5. Program: Where You Live  
Date Aired: Saturday, December 19, 2009  
Length: 2:00  
Summary: There are some simple ways to get exercise in while doing your holiday shopping. We had a local wellness coach show viewers five exercises that you can incorporate while doing holiday shopping that will burn extra calories!

## Community & Volunteer Efforts

Programs aimed at highlighting efforts of individual volunteers or volunteer organizations in West Michigan in hopes of encouraging more people to share their time and talents with those in need.

1. Program: Where You Live  
Date Aired: Saturday, October 10, 2009  
Length: 2:00  
Summary: At Knapp Charter Academy dads volunteer on a daily basis in the school. They have a DOGS program (dads of great students) and these dads do everything from volunteer in the classroom, to serve hot lunch and cover recess duty.
2. Program: Where You Live  
Date Aired: Saturday, October 10, 2009  
Length: 2:30  
Summary: MomsBloom is an organization in Grand Rapids that pairs new moms with volunteers. These woman serve as mentors and teach new moms how to care of their babies or just give them a helping hand where needed. This piece focused on a mentoring relationship between two participants and why they volunteer.
3. Program: Where You Live  
Date Aired: Saturday, October 24, 2009  
Length: 2:30  
Summary: The Equest Center for Therapeutic Riding is a volunteer run organization in Rockford that provides riding for handicapped children. They rely heavily on volunteers to provide lesson, care for the horses, clean the stables, etc. This segment focuses on their volunteers and showcases how anyone can help.
4. Program: Where You Live  
Date Aired: Saturday, October 24, 2009  
Length: 2:30  
Summary: Paws for a Cause is always in search of foster families who volunteer to raise the puppies for their organization. This piece focused on the Dolphin family of Gowen who are currently training their fifth foster puppy through the organization.



## **Safety**

Programs that promote safety in homes and for families in West Michigan communities.

1. Program: Where You Live  
Date Aired: Saturday, October 24, 2009  
Length: 3:00  
Summary: We talked with the spokesperson from Safe Kids Coalition on Halloween safety. Topics covered included safety when it comes to trick-or-treating, costumes, pumpkin carving and decorations for both inside and outside your home.
  
2. Program: Where You Live  
Date Aired: Saturday, October 31, 2009  
Length: 22:00  
Summary: Our entire show focused on cyber safety and the Internet this week. It looked at the new challenges of parenting in the digital age and how parents can keep their kids safe from the dangers lurking online.
  
3. Program: Where You Live  
Date Aired: Saturday, December 19, 2009  
Length: :45  
Summary: In our holiday show, a local cell phone company demonstrated new phone tracking software that can show where your child is at all times. It's a website that you access and it shows you exactly where your child is at that time. It's a great safety feature to add to your cell phone plan.